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PTO/SB/21 (09-06)

Approved for use through 03/31/2007. OMB 0551-0031

U.S. Patent and Trademark Office, U.S. DEPARTMENT OF COMMERCE

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**TRANSMITTAL
FORM**

(used for all correspondence after initial filing)

| | |
|--|---------------------------------------|
| Application Number | 10/618,154 |
| Filing Date | July 11, 2003 |
| First Named Inventor | M. Scott Reichardt |
| Art Unit | 2614 |
| Examiner Name | |
| Total Number of Pages in This Submission | Attorney Docket Number UV-174 Cont. 2 |

| ENCLOSURES (Check all that apply) | | |
|--|---|---|
| <input type="checkbox"/> Fee Transmittal Form | <input type="checkbox"/> Drawing(s) | <input type="checkbox"/> After Allowance Communication to TC |
| <input type="checkbox"/> Fee Attached | <input type="checkbox"/> Licensing-related Papers | <input type="checkbox"/> Appeal Communication to Board of Appeals and Interferences |
| <input type="checkbox"/> Amendment/Reply | <input type="checkbox"/> Petition | <input type="checkbox"/> Appeal Communication to TC (Appeal Notice, Brief, Reply Brief) |
| <input type="checkbox"/> After Final | <input type="checkbox"/> Petition to Convert to a Provisional Application | <input type="checkbox"/> Proprietary Information |
| <input type="checkbox"/> Affidavits/declaration(s) | <input type="checkbox"/> Power of Attorney, Revocation Change of Correspondence Address | <input type="checkbox"/> Status Letter |
| <input type="checkbox"/> Extension of Time Request | <input type="checkbox"/> Terminal Disclaimer | <input checked="" type="checkbox"/> Other Enclosure(s) (please identify below): Return Postcard. |
| <input type="checkbox"/> Express Abandonment Request | <input type="checkbox"/> Request for Refund | |
| <input checked="" type="checkbox"/> Information Disclosure Statement | <input type="checkbox"/> CD, Number of CD(s) _____ | |
| <input type="checkbox"/> Certified Copy of Priority Document(s) | <input type="checkbox"/> Landscape Table on CD | |
| <input type="checkbox"/> Reply to Missing Parts/ Incomplete Application | | |
| <input type="checkbox"/> Reply to Missing Parts under 37 CFR 1.52 or 1.53 | | |
| Remarks | | |
| The Director is hereby authorized to charge payment of any additional filing fees or surcharges required under 37 C.F.R. § 1.16 and § 1.17, in connection with the paper(s) transmitted herewith, or credit any overpayment of same, to Deposit Account No. 06-1075, (Order No. 003597-0174). A duplicate copy of this transmittal letter is transmitted herewith. | | |

SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT

| | | |
|--------------|---------------------------------------|-----------------|
| Firm Name | FISH & NEAVE IP GROUP OF ROPES & GRAY | |
| Signature | | |
| Printed name | Brian E. Mack | |
| Date | January 12, 2007 | Reg. No. 57,189 |

CERTIFICATE OF TRANSMISSION/MAILING

I hereby certify that this correspondence is being facsimile transmitted to the USPTO or deposited with the United States Postal Service with sufficient postage as first class mail in an envelope addressed to: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450 on the date shown below:

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| Signature | | |
| Typed or printed name | ROSE MARIE DHANRAJ | Date January 12, 2007 |

This collection of information is required by 37 CFR 1.5. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.11 and 1.14. This collection is estimated to 2 hours to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

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PATENTS
Attorney Docket No. UV-174 Cont. 2

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

PATENT APPLICATION

Applicants : M. Scott Reichardt et al.

Application No. : 10/618,154 Confirmation No. 4144

Filed : July 11, 2003

For : SYSTEMS AND METHODS FOR COORDINATING
INTERACTIVE AND PASSIVE ADVERTISEMENT
AND MERCHANDISING OPPORTUNITIES

Group Art Unit : 2614

New York, New York 10020
January 12, 2007

Mail Stop Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, Virginia 22313-1450

INFORMATION DISCLOSURE STATEMENT

Sir:

Pursuant to 37 C.F.R. §§ 1.56 and 1.97, applicants hereby make the following references of record in the above-identified patent application:

U.S. Patent Documents

| | | |
|-----------|----------------------|------------|
| 5,583,560 | Florin et al. | 12-10-1996 |
| 5,585,866 | Miller et al. | 12-17-1996 |
| 5,812,123 | Rowe et al. | 09-22-1998 |
| 6,034,677 | Noguchi et al. | 03-07-2000 |
| 6,617,931 | Alexander et al. | 01-23-2001 |
| 6,518,986 | Mugura, Kazuto | 02-11-2003 |
| 6,600,503 | Stautner et al. | 07-29-2003 |
| 6,732,369 | Schein et al. | 05-04-2004 |
| 6,928,652 | Goldman, Phillip Y. | 08-09-2005 |
| 7,058,635 | Shah-Nazaroff et al. | 06-06-2006 |

/Hoang Vu Nguyen Ba/

03/12/2008

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The aforementioned references are listed on the accompanying Form PTO/SB/08A (submitted in duplicate).

Pursuant to 37 C.F.R. § 1.98(a)(2)(ii), copies of the above "U.S. Patent Documents" are not provided.

Applicants reserve the right to establish the patentability of the claimed invention over any of the information provided herewith, and/or to prove that this information may not be prior art, and/or to prove that this information may not be enabling for the teachings purportedly offered.

It is respectfully requested that these documents be (1) fully considered by the United States Patent and Trademark Office during examination of this application; and (2) printed on any patent which may issue on this application. Applicants request that a copy of Form PTO/SB/08A, as considered and initialed by the Examiner, be returned with the next communication.

This Statement is being submitted before the mailing of a First Office Action on the merits. Accordingly, applicants believe that no fee is due. If, however, a fee is due, the Director is hereby authorized to charge any such fee to Deposit Account No. 06-1075 (Order No. 003597-0174).

Consideration of the foregoing in relation to this
patent application is respectfully requested.

Respectfully submitted,



Brian E. Mack
Registration No. 57,189
Agent for Applicants
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STATEMENT BY APPLICANT**

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Sheet

1

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| Examiner Name | |

Attorney Docket Number UV-174 Cont. 2

U. S. PATENT DOCUMENTS

| Examiner Initials* | Cite No. ¹ | Document Number Number-Kind Code ² (if known) | Publication Date MM-DD-YYYY | Name of Patentee or Applicant of Cited Document | Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear |
|--------------------|-----------------------|---|--------------------------------|--|---|
| | 5,583,560 | 12-10-1996 | Florin et al. | | |
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| Examiner Signature | /Hoang Vu Nguyen Ba/ | Date Considered | 03/12/2008 |
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Sheet

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